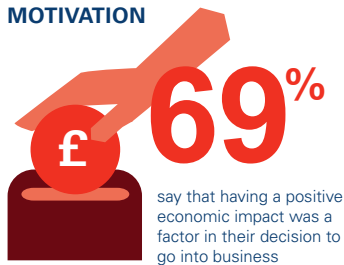


# Millennial entrepreneurs achieve greater success by prizing **purpose** over **profit**

The most successful millennial entrepreneurs are distinguished by a desire to positively affect their community and economy.

## MOTIVATION



## SOCIAL CAUSES



## SUCCESS



## Profile of the millennial entrepreneur

The highest proportions of millennial entrepreneurs are in:

**44%**



Mainland China

**63%**



Middle East

**44%**



Hong Kong

Millennials employ more than twice as many staff as entrepreneurs over 35

**123**

VS

**58**



**47%**

of all millennial entrepreneurs are female

## SOURCES

Statistics covered in this infographic are from HSBC Private Bank's Essence of Enterprise report. Over 2,800 entrepreneurs took part in the research, all of whom a) actively own or have derived their wealth principally from a business; and b) have a personal wealth of more than USD250,000. The average business turnover of the respondents was \$6.5 million and average wealth was \$4.6 million. The research covered France, Germany, Hong Kong, Mainland China, Saudi Arabia, Singapore, United Arab Emirates, United Kingdom and United States. The research was conducted online between August and September 2015.